



January 27, 2010

Golden Gate Business Association (GGBA)
1800 Market Street, Suite Q32
San Francisco, CA 94102

RE: Request for Proposal – Project Manager for 2011 Pride Pages Business Directory Design

To Whom It May Concern:

For 35 years the GGBA's mission has been to grow, promote and increase the visibility of San Francisco Bay Area LGBT and allied businesses. To fulfill this mission, the GGBA produces and distributes The Pride Pages, an annual directory of LGBT-owned and LGBT-friendly businesses throughout the Bay Area. The Pride Pages features business information and advertisements designed to increase the exposure of GGBA members to the local LGBT community and beyond.

We are requesting proposals from qualified contractors to design and manage the production of the 2011 edition of The Pride Pages. Please see the attached RFP for more details.

Please note that proposals must be received no later than **5:00 p.m., March 5, 2010** at the GGBA offices, 1800 Market Street, PMB 91, San Francisco, CA 94102. If you have any questions regarding this RFP, please contact Tony Moraga at (415) 865-5565. We look forward to receiving your information.

Best regards,

A handwritten signature in black ink, appearing to be 'Tony Moraga', written in a cursive style.

Tony Moraga
General Manager



2010 Edition of the Pride Pages



REQUEST FOR PROPOSAL
Project Manager for 2011 Pride Pages Business Directory Design
January 19, 2010

I. ORGANIZATIONAL OVERVIEW

A. INTRODUCTION

Founded in 1974, the Golden Gate Business Association (GGBA) is America's first LGBT Chamber of Commerce and began as the first business organization founded by gay and lesbian entrepreneurs. Our purpose is to:

1. Provide educational and business development programs, networking opportunities and facilitate member-to-member exchange of information, resources and leads
2. Offer guidance and mentoring, business referrals and professional insight to new generations of LGBT business leaders
3. Encourage entrepreneurship, self-expression, creativity and innovation
4. Provide a forum where members can address unique business concerns and share a sense of camaraderie as they conduct their businesses in today's ever-changing and challenging business environment

Please visit our website at <http://ggba.com> for more information.

B. ABOUT OUR MEMBERS

The GGBA is comprised of approximately 425 members and member businesses, ranging from microenterprises to large corporations. These businesses are located throughout the greater San Francisco Bay Area, but a majority can be found in the City and County of San Francisco. GGBA offers several tiers of membership, each providing different benefits, including Pride Pages advertising, based on the needs of the member.

C. ABOUT THE PROJECT

As a part of our mission, the GGBA has published a printed directory of its membership since 1974. This publication includes member information, advertisements and GGBA-related content about membership and programs.

In 2003, the GGBA board of directors decided to change its membership directory into a LGBT business directory for the San Francisco Bay Area. This shift in philosophy provided greater advertising opportunities for members and created a better resource for the community. The board agreed that the GGBA was uniquely positioned to provide this service as other publications such as the "Lavender Pages," "Pink Pages," and "Pink Spots" did not have the support of a community-based organization. Today, other LGBT Chambers of Commerce use this model to promote their membership and LGBT-friendly businesses in their community.



Distribution of The Pride Pages has increased over the past seven years from 8,000 to 35,000 copies, and now covers a wider geographic reach. For the 2008 and 2009 editions of the Pride Pages, the GGBA collaborated with the Rainbow Chamber of Commerce of Silicon Valley (RCC) to create a more comprehensive LGBT business directory for the Bay Area. This partnership proved to be an excellent avenue to increase awareness of the LGBT business community and was recognized for its innovation by the National Gay & Lesbian Chamber of Commerce.

The number of pages in the Pride Pages has fluctuated throughout the years: In the 2005 and 2006 editions, the publication contained 104 pages; in the 2006 and 2007 editions, 128 pages; the 2008 edition, 176 pages; the 2009 edition, 144 pages; and the 2010 edition, 112 pages.

II. PROJECT SPECIFICATIONS

- A.** The finished size of the Directory must be 5 1/4 inches x 8 3/8 inches.
- B.** The page count will be based on the 2010 edition (112 + 4 page cover) plus a possible 10% increase in size.
- C.** Directory will include a Table of Contents, organized by business type.
- D.** Directory will include an Index of member listings.
- E.** The GGBA will supply 10 to 15 pages of content about itself, its programs, and other related information.
- F.** Directory listings contain the following information:
 - 1. Member Name
 - 2. Business Name
 - 3. Business Address
 - 4. Telephone Number
 - 5. Fax Number
 - 6. E-mail Address
 - 7. Web Address
 - 8. Business Description (maximum of 250 characters)
 - 9. GGBA Member Discount (maximum of 150 characters)
 - 10. Member Join Date (e.g., "Member Since [Year]")
 - 11. Reference to display advertising as appropriate
- G.** The GGBA will provide directory listings in a Microsoft Excel format. Ad files will be submitted to the Contractor directly from the GGBA as they are received. The GGBA shall own and retain all rights, privileges, ownership and possession of the database/page layout file.
- H.** The Contractor must ensure that full page ads by different advertisers are not placed adjacent to each other.
- I.** The Directory is printed on a web press and this should be taken into account in the design process.



III. DUTIES OF CONTRACTOR

- A. Contractor is responsible for the design and layout of the Directory, subject to any directions or guidelines established by the GGBA Pride Pages Committee. The intended use of any subcontractors must be disclosed in the proposal (including the identity of any intended subcontractors and samples of their work). The use of subcontractors is prohibited unless prior written approval is obtained in advance by the GGBA.
- B. Contractor shall design, complete and deliver to GGBA finalized marketing materials for advertising sales on or before March 26, 2010 (subject to change)
- C. Contractor shall submit a final cover design and layout on or before April 26, 2010 (subject to change). Contractor shall submit sample designs for consideration by the Pride Pages Committee by April 9, 2010 (subject to change).
- D. Contractor will design up to 10 original advertisements to showcase GGBA programs and events.
Examples of programs and events: Talk of the Town, Speaker Series, Member Success Workshop, Business Exchange Network, Business Boot Camp.
- E. Contractor must proofread all design work. (Proofing of listing information is performed by the GGBA)
- F. Final layout must be approved by the Pride Pages Committee. Proofs of the Directory, including both listings and ads, will be given to the Pride Pages Committee on or before **August 27, 2010 (subject to change), for approval by the Committee, with all materials to be ready for production no later than September 10, 2010. Text content will be subject to revision until September 10, 2010.**
- G. The final layout must come on DVD with all attached files, fonts and digital ad files per printer requirements.
- H. A color proof is required for approval process.
- I. Contractor will provide a project timeline with milestones, and communicate updates and feedback openly with GGBA Pride Pages Committee.
- J. Upon acceptance of the bid proposal, the successful bidder will be required to sign a formal contract.

IV. PROPOSAL FORMAT (Must not exceed 10 pages)

- A. Prior relevant experience.
- B. References from 3 recent projects (within the past 2 years)
- C. Samples of prior work with price ranges. Include samples of any intended subcontractors here.
- D. Proposed budget with detailed breakdown of costs per design item (i.e. cover concepts, layout, GGBA program ad concepts, etc.). Bid should be based on the 2010 Directory size, format and page count, taking into account a possible 10% increase in size. Bid should include rates for any possible increase in size beyond the 10% predicted growth, and must be on a 16-page basis.
- E. Proposed timeline



V. REVIEW CRITERIA

- A. Only complete applications will be considered.
- B. The decision to award shall be at the sole discretion of the GGBA Board of Directors.
- C. Demonstrated originality and creativity in design on previous relevant projects.
- D. If you are not currently a member in good standing of the GGBA, you will need to purchase a one-year membership (standard rates start at \$195, plus a \$50 processing fee)

VI. DEADLINE AND SUBMISSION DETAILS

Proposals are due on March 5, 2010 by 5:00 p.m. at the GGBA offices located at 1800 Market Street, PMB 91. Late and incomplete proposals will not be considered. Proposals sent by mail must be received by March 5, 2010. Finalist will be asked to interview with the GGBA. Notice of award decision will be sent via e-mail. There is no appeal process.

If you have questions regarding this RFP please contact GGBA's General Manager, Tony Moraga at tony@ggba.com or by phone at (415) 865-5545.